

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA AMERICA'S CUP COMMITTEE
THURSDAY, DECEMBER 1, 2011
6:00 PM

1. CALL TO ORDER

The meeting commenced at 6:08 p.m.

Present: Kathie Woulfe, Jack Boeger, John Platt, Kame Richards,
Dave Bloch, Christopher Seiwald, David Forbes, Jim Oddie,
Leslie Cameron

Absent: Brad Shook, David Lee

Staff: Lori Taylor, Eric Fonstein

2. MINUTES

2.a. Approved Minutes of the Meeting of November 3, 2011.

3. CONSENT CALENDAR

4. ORAL COMMUNICATIONS – PUBLIC

Linda Fenn—is the new commodore at the Ballina Bay Yacht Club, and a member of the Coast Guard Auxiliary, here to listen and learn how to become involved. She suggested coordinating the Committee's activities with various boating meetings, e.g., yacht clubs. Mr. Seiwald thanked her and mentioned that Mr. Bloch is the Committee's liaison to the local yacht clubs.

Todd Rolof—works for NRC environmental remediation company located by Seaplane Lagoon. They manages port operations and water security containment barriers for special water events, such as the X-games. They have barges and docks available, possibly for Alameda-based spectator use.

Edward Gersich—volunteers with the USS Hornet.

Kyle Conner—offered to provide marketing opportunities on the movie screens at the Alameda Theater and Cineplex.

5. UNFINISHED BUSINESS

- 5.a. Discussion of promotional materials and talking points to support the Committee's activities.

Mr. Fonstein went over the draft power point presentation to be used for the Speakers Bureau presentations and asked the Committee for comments.

Mr. Fonstein will send completed draft power point to Dave Bloch, which will be used for his December 13 presentation to the Alameda Association of Realtors Marketing Committee.

6. NEW BUSINESS

- 6.a. Presentations to December 6th City Council meeting and the Alameda Association of Realtors Marketing Committee.

Mr. Seiwald will present overview of Committee activities at next City Council meeting on December 6.

7. COMMITTEE REPORTS

Promotions Committee

Mr. Boeger said traffic is up on the website. It is ranked number five on Google searches for how to watch America's Cup. Mr. Boeger is adding two to three new stories per day. However, he said the website needs to be reinvented. Mr. Boeger created a new twitter account: AlamedaAC34.

Mr. Seiwald would like to reframe the website to make it a portal of information, organized by what people want, such as housing.

Ms. Woulfe asked Mr. Conner about in-kind services: Can the Committee advertise the website on screens now? Mr. Conner suggested using some simple graphics and phrasing, such as "Do you know that the America's Cup is Coming to the Bay Area?" and then reference the website for more information. Mr. Seiwald said that he can find graphic help, if needed.

Mr. Bloch has written articles for the Pacific Inter Club Yacht Association (PICYA) newsletter and the *Alameda Sun*.

Events Committee

Ms. Woulfe reported that at the July 4th Parade Committee, Mayor Gilmore expressed her support to have the America's Cup as the parade's theme. Ms. Woulfe said that they will need to look into legal issues or ask formal permission to use name and possible America's Cup images.

Development Committee

Mr. Seiwald said that he would like to take the power point presentation to local developers to entice them to start various development projects.

Ms. Taylor said that Catellus needs a lot of infrastructure to develop the waterfront. The City is marketing what it can. But Ms. Taylor said that the market has to be there to develop specific waterfront locations.

Housing Committee

Ms. Taylor said that the proposed motor home project near the Main Street ferry terminal needs to take into account current and future roads. The City is waiting to hear back from the property owner.

Dry Transport Committee

Mr. Platt reported that there will be a new ferry service to Oyster Point in South San Francisco starting in April or May of next year.

Wet Transport Committee

Ms. Cameron said that there is a new super yacht contact at ACEA.

Mr. Fonstein mentioned that the footprints of the local marinas do not match up to super yacht requirements. Mr. Richards added that super yachts require 20' depth. Mr. Rolof added that the Seaplane Lagoon is only 14 to 16 feet deep.

Ms. Taylor stated that the City will need to follow CEQA as well if need to make waterside improvements. Mr. Seiwald suggested that the Committee brainstorm a plan about what we can do with the Seaplane Lagoon.

Syndicates Committee

Mr. Richards stated that racing teams need family housing and suggested promoting the town. For example, one can easily bicycle from home to dock, great schools, etc.

Mr. Seiwald said that the Committee should create a brief description of Alameda as a place to live; the story should be told on website.

Ms. Taylor reported that Alameda has 1 to 2 percent housing vacancy; there's not much abundance of empty housing.

Mr. Boeger suggested outreach to media syndicates.

8. WRITTEN COMMUNICATIONS

9. ORAL COMMUNICATIONS – COMMITTEE MEMBERS AND STAFF

San Diego World Series Report

Mr. Richards said that he was not impressed with the event organization. There was no promotion at all. He said with this type of promotion, the projected \$1.4 billion economic benefit is not going to be realized. He said that the economic model is based on what happened in Valencia, Spain. ACEA needs to start advertising the events.

Mr. Forbes reported that it was difficult to get a sense of what was going on the water and what the race was about.

Mr. Platt added that the San Diego World Series didn't reach out to San Diego community.

10. ADJOURNMENT

7:45 p.m.